



AniVets Business Report

Brittany Horvath



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BH

Brittany Horvath
Graphic Designer

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graphicandwebdesign.ca/current-grads/brittany-horvath

Education

Studio Arts | Dawson College

January - May 2017

Graphic and Web Design | John Abbott College

August 2017 - Present

Work Experience

Kennel Attendant

Animal 911 Veterinary Hospital | July 2019 - Present

- Walking dogs, feeding them and cleaning their kennels
- Feeding cats, cleaning their condos
- Aiding technicians with short procedures (holding and comforting the animals)
- Cleaning the clinic (vacuuming, garbage and recycling, organizing and restocking, moping, dusting, etc)

Computer Assistant

Private home, Pierrefonds QC | January 2018 - Present

- Data entry and basic calculations
- Aiding with computer troubleshooting and technical issues
- Scanning and printing documents

English Localization Game Tester

GlobalStep Technologies | June - August 2018

- Tested various games for grammar, spelling and display issues.
- Wrote bug reports when an issue was found
- Discussed uncertainties related to bugs and optimization suggestions with team
- Other related tasks assigned by project leads

Volunteer Experience

Pierrefonds Animal Hospital

March - May 2019

- Cleaning the floors, counters, dishes and sinks
- Folding and putting away laundry
- Socializing adoption cats

Design Rationale

AniVets Designs est une entreprise que j'ai créée pour offrir des services de conception graphique aux cliniques vétérinaires. Je travaille actuellement dans l'industrie vétérinaire, j'ai donc un peu d'expérience et de connaissances à ce sujet que j'ai utilisé pour concevoir ce rapport. Comme je serais au service des entreprises du secteur de la santé, ma conception globale devait être professionnelle et sophistiquée.

The main colours I choose to use for AniVets and this report are a soft green and white. I wanted to use colours that were not too flashy and made subtle contrast. I decided these colours would be the best fit for my company and this report, as using a pale green gives the messages of safety, dependability, and kindness, while using white makes everything else look clean. These are exactly the kind of impressions I want to give off, as a company who will be servicing the pet health care industry.

In terms of typography, I choose to use the fonts Madeleina Sans for titles, and Timeless for the body text. I found these fonts to be sleek and sophisticated and seemed to go nicely with each other. I also made sure that for the cleanest looking layout, all titles/subtitles were aligned to the top corner of the page margins, and all other texts such as body text and tables, were all aligned.

For this report, the booklet size I choose was 8.5 x 13.336 This size makes the booklet a thinner rectangle shape, much like a pamphlet. I decided on this size as I found it to fit the sleek design I was aiming for, as well as the page margins give extra room on the sides for a readers fingers and hands to not be covering any of the text on the page.



Portfolio

Photography

Some samples of photography I've taken.



Photo I took of my cat.



Photo I took of my sister at a park.



Photo I took of cool neon lights at an art museum.

Illustration

Some samples of designs I did in Adobe Illustrator.



Illustrated magazine ad I designed for Lockhart Cocktail Bar.



Logo I designed for a skater-style t-shirt.



Illustrated inside-cover I drew for the fairytale "The Little Mermaid".

Branding

Some samples of branding for the business I created called “Power-Up! Bar”.



Food and drink menu I designed for the fictional Power-Up! Bar.

Branding

Some samples of branding for a company a partner and I created called “LovelyU Cosmetics”.



Awareness posters I designed for the fictional company LovelyU Cosmetics.



Infographic I designed for the fictional Power-Up! Bar.



Packaging I designed for the fictional company LovelyU Cosmetics.



Business card I designed for the fictional Power-Up! Bar.



Stationery I designed with a partner for the fictional company LovelyU Cosmetics.

Rationale

Finding My Niche

The things I am skilled at tend to colorate to what my interests are. I love music and playing music, and I believe I am decent at it as well; I can sing well and I taught myself how to play the piano. However, I am most passionate about animals and their welfare and have been since I was very young. I am comfortable and good with animals, as I currently work part-time in a veterinarian clinic where I take care of them by feeding, walking and playing with them, as well as comforting and holding them for medical procedures, and more.

When I was small my dream job was to be a veterinarian, but as I got older I discovered more of a passion for creativity and headed down that path instead. I luckily get to live out a bit of that childhood dream through my job, where I have learned and experienced a lot about the veterinary field.

I find I enjoy working most with those I have worked with both at work and in school, kind of people who are passionate about what they are doing/working on, who are positive and patient, and know how to act professionally while still having fun and enjoy what they're doing. And so, I selected the niche of designing for veterinarians, since I am very passionate about animals, and I have the experience of working in a veterinary clinic. I selected a niche that I was passionate about, but also one that is in demand. Currently, on the West Island, there are about 10 veterinary clinics, and in the Greater Montreal Area, there are over 20 clinics.

Rationale

Business Name

To go with my niche of designing for veterinarian clinics, I brainstormed names that went along with the keywords of animals, veterinarians, clinics, medical, etc. I eventually came up with the name "AniVets Designs" for my business. I choose the name Anivets Designs instead of using my real name since my niche is veterinarians, so I did not think my name would be a good fit. The business name is an abbreviation of both the words 'animals' and 'veterinary', which I then combined to AniVets Designs. I also chose to have the word Designs in the name, since Anivets alone may simply sound like a veterinarian clinic, and not a design business. This name is available both as a domain name and geographically, as there is no business with this same name.

For my business, the geographical area I will be focused on and working in is the Greater Montreal Area, as I plan to stay in Montreal for the near future. Montreal is also a well-suited area for a niche of veterinarians, as there are already over 20 clinics in the city.

My business will be geared towards the medical field for animals, for people and places such as veterinarians, vet technicians, clinics, and stores that provide health and wellness products for pets. I believe this name will work well for my niche, as it clear what my business is geared towards, as will intrigue those looking for a designer for this specific niche.



Business Overhead Costs

	Month	Year
Automobile		
Fuel	\$0	\$0
Insurance & Registration	\$0	\$0
Car payment/lease	\$0	\$0
Parking	\$0	\$0
Repairs & Maintenance	\$0	\$0
Public transportation	\$20.5	\$246
TOTAL	\$20.5	\$246
Insurance		
Office	\$180	\$2,160
TOTAL	\$180	\$2,160
Office Expenses		
Internet Access	\$12	\$144
Licenses & Memberships	\$70.26	\$843.12
Business phone or Mobile phone	\$100	\$1,200
Web hosting & email	\$25	\$300
Rent or mortgage	\$180	\$2,160
Utilities (electric bills, etc.)	\$51	\$612
Suppliers (printers, ink,.)	\$122	\$1,464
Computers	\$83.33	\$999.96
Miscellaneous	\$50	\$600
TOTAL	\$340	\$4,080
Marketing		
Email marketing service	\$15	\$180
Postage	\$25	\$300
Printing	\$150	\$1,800
Client dining	\$100	\$1,200
Client gifts	\$50	\$600
TOTAL	\$340	\$4,080
Professional fees		
Translation	\$100	\$1200
Accounting costs	\$37.5	\$450
Lawyer/Legal fees	\$104.16	\$1250
Bookkeeper	\$0	\$0
TOTAL	\$241.66	\$2,899.92
Other expenses		
Travel expenses	\$0	\$0
TOTAL	\$17,709	

My Hourly Rate

NET estimated income (after income taxes)	\$40,054
Estimated income taxes	\$12,016.2
GROSS total salary for the year	\$52,070.2
Yearly business hours	\$27.34/hour
1,332 billable hours per year	1332 hours
Labour hourly rate	\$39.99
Business overhead expenses	\$17,709
Business overhead + salary = TOTAL	\$69,779.2
Overhead as % of salary	34%
Overhead hourly rate	\$13.29
Rate to recover Income + Overhead	\$52.38
Profit percentage 10%	10%
Hourly rate x 10%	5.238
Add to Hourly Rate	\$57.618
Rounded up	\$58/hour

Hourly rate

\$58/hour



Business Card Design Proposal for Client's Business Name

My goal is to ensure you, the Client, is delighted with my service. One way I accomplish this is by making sure both parties have a clear understanding of what is to be expected. This proposal outlines the work to be done, the timeline for completing the project and the project quote.

Description of Work

The purpose of this project is to create a professional and eye-catching business card for Client Business Name. This will be achieved with the work as outlined below:

Business Card Design

The new Client Business Name business card design and development package will include the following:

- 3 business card concepts choices
- 2 sided design
- 3 rounds of revisions
- Printing 10,000 cards

Needed Materials

The following is a list of materials needed in order to start the project:

List of 3 or more sample business cards with what you like and dislike about the card (colours, font choices, layout, etc.)

- High resolution logo
- Any images you wish to be used on the business card
- Contact information to be used on the business card

Timeline for Project Completion

The project as described above in the description of work will be completed within 7 to 10 days assuming the Client is available to provide feedback to the Service Company on a daily basis.

Project Quote

Business Card Design (as outlined above) \$X,XXX

This quote is guaranteed until MM/DD/YY.

www.Anivets.ca
AniVets, (438)-123-4567, info@anivets.ca



Business Card Design Agreement

My goal is to ensure you, the Client, is delighted with my service. One way I accomplish this is by making sure both parties have a clear understanding of what is to be expected. This agreement outlines both what you as the Client can expect from me and what I as the Service Company can expect from you.

Description of Work

The purpose of this project is to create a professional and eye-catching business card for Client Business Name. This will be achieved with the work as outlined below:

Business Card Design

The new Client Business Name business card design and development package will include the following:

- 3 business card concepts choices
- 2 sided design
- 3 rounds of revisions
- Printing 10,000 cards

Any work not described above will be quoted separately.

Timeline

The project as described above in the description of work will be completed within 7 to 10 days assuming the Client is available to provide feedback to the Service Company on a daily basis. Each day the Client is unavailable to provide feedback may push the project completion date back by one day. Failure to submit required information or materials as outlined below may cause delays in the production. Please provide additional time for client feedback.

Needed Materials

The following is a list of needed materials in order to start the project:

List of 3 or more sample business cards with what you like and dislike about the card (colours, font choices, layout, etc.)

- High resolution logo
- Any images you wish to be used on the business card
- Contact information to be used on the business card

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Payment Terms

Business Card Design as described above..... \$ X,XXX

A 25% deposit for the business card design work of \$XXX is due at the start of the project. The remaining balance of \$XXX is due immediately upon delivery of business card to client

This quote is guaranteed until MM/DD/YY.

Fees & Additional Services

Any work which is not specified in the description of work above will be considered an additional service and will require a separate agreement and payment from what is included in this agreement.

Excessive change requests will be charged separately at the hourly rate of \$50/hr.

Authorization

The Client, Client Business Name, is engaging AniVets as the Service Company to design a business card that is to be printed and delivered to the client upon completion.

Confidentiality

The Client and Service Company may disclose confidential information one to the other to facilitate work under this Agreement. Such information shall be so identified in writing at the time of its transmittal and shall be safeguarded and not disclosed to third parties by the receiving party.

Permissions and Releases

The Client agrees to indemnify and hold harmless the Service Company against any and all claims, costs, and expenses, including attorney's fees, due to materials included in the Work at the request of the Client for which no copyright permission or previous release was requested or uses which exceed the uses allowed pursuant to a permission or release.

Termination

Either party may terminate this Agreement by giving 30 days written notice to the other of such termination. In the event that Work is postponed or terminated at the request of the Client, the Service Company shall have the right to bill pro rata for work completed through the date of that request, while reserving all rights under this Agreement. If additional payment is due, this shall be payable within thirty days of the Client's written notification to stop work. In the event of termination, the Service Company shall own all rights to the Work. The Client shall assume responsibility for all collection of legal fees necessitated by default in payment.

The undersigned agrees to the terms of this agreement on behalf of his or her organization or business.

On behalf of the Client: _____ Date: _____
(Signature)

(Print Name)

AniVets: _____ Date: _____
(Signature)



Business Card Planning Guide

Creating a new business card or redesigning your current one can be an overwhelming task. We're here to help simplify the process. It is important to spend time before creating your business card to think about what you would like to achieve with your new card. When you have about 30-60 minutes, use the time to consider the following questions. Take notes and write down questions if you're not sure. We'll be happy to help you answer any questions you may have at the end.

So, what are you waiting for? Let's get started!

If you have a current business card, start with the following questions. If you don't currently have a business card, you may skip this section.

Let's Talk About Your Current Business Card

List the top three things you do not like about your current business card:

1. _____
2. _____
3. _____

What elements would you like to keep (if any)?

Let's Talk About Your Competition

Do you know who your competitors are? List them here.

What makes your products / services unique? How do you stand out from the crowd?

Let's Talk About Your New Business Card

What do you hope to accomplish with your new business card?

Who is your target audience? Describe them as much as possible.

When someone looks at your business card, what would you like them to do?

List three business card designs you like (related to your work or not) and what you like about each one (colour, fonts, layout, etc.). This will help us get a better idea of your taste.

Business Card #1: _____

Likes: _____

Business Card #2: _____

Likes: _____

Business Card #3: _____

Likes: _____

Let's Talk About Materials Needed to Get Started

Congratulations! You're already a step ahead of most people because you've spent the time really thinking about your new business card before you jumped right in.

Now it's time to get started so let's make sure you have everything you need...

Don't forget to visit our website for great resources to get you started. We suggest companies that we work with ourselves so you save the time researching.

- This completed guide
- A high resolution logo
- Images for card design
- Your contact information
- Any slogan or text you want on the card
- Where you will be printing the card
- Materials and shape you want the card to be printed on

Invoice

AniVets Designs
 123 Boulv Pierrefonds, H1H 1H1
 (438)-123-4567

Client Information

Company Name
 123 Av Laurier, Montreal QC
 (098)-765-321
 Client NO: 900076

DATE: March 11, 2020
 CLIENT NO: 900076

ITEM	DESCRIPTION	RATE	HOURS	TOTAL

FEES	<u>\$AMOUNT</u>
GRAND TOTAL	<u>\$AMOUNT</u>

Please make checks payable to Brittany Horvath. Send payments to the address above.
 Should you have any questions regarding the invoice, please contact me!



www.Anivets.ca
 Anivets, (438)-123-4567, info@anivets.ca

Checklist of Supplies and Office Set-Up Plan

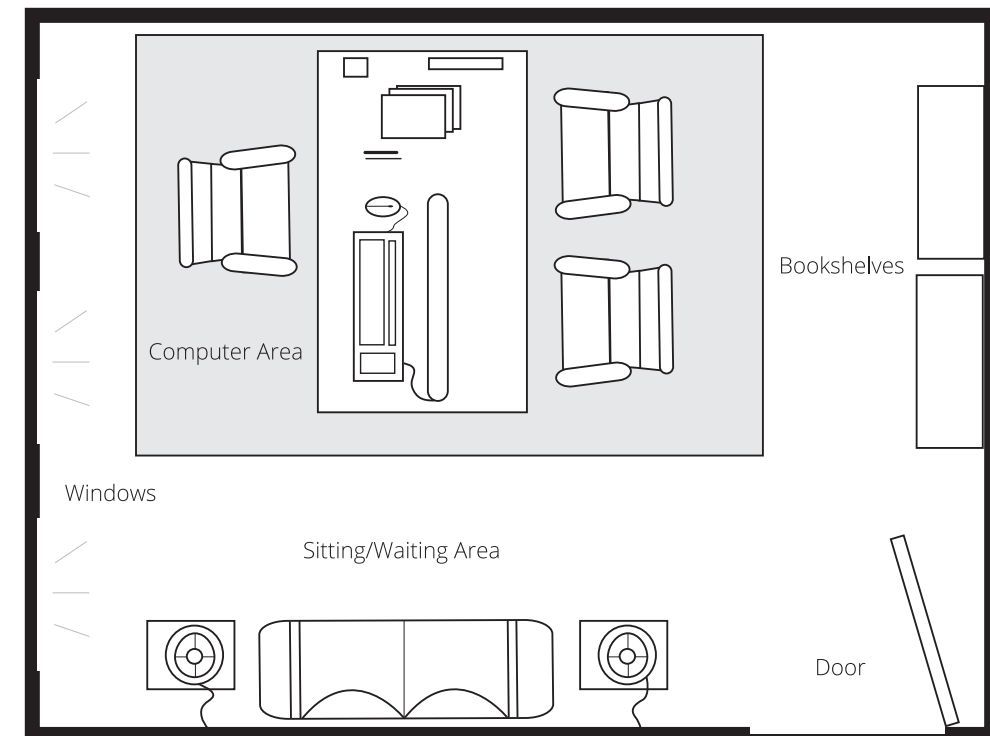
Office

- | | | |
|------------------------------|-----------------------------------|------------------------|
| Air conditioner (\$200) | Garbage baskets (\$15) | Shredder (\$100) |
| Bookshelves (\$150) | Lights (\$100) | Side table (\$70) |
| Chairs (\$150) | Note pads (\$20) | Stamps (\$5) |
| Clock (\$25) | Paper (\$5) | Stationary (\$10) |
| Computer & software (\$6000) | Paper hole punch (\$5) | Surge protector (\$25) |
| Desk (\$200) | Pencils, pens & erasers (\$15) | Tape (\$5) |
| File Cabinet (\$40) | Rulers, Scissors & stapler (\$10) | Telephone (\$25) |

Design

- | | | |
|--------------------------------|--------------------------|-----------------------------|
| Art Supplies (\$100) | Large envelopes (\$15) | Paper Trimmer (\$50) |
| Books (\$75) | Felt Tip Pens (\$20) | Printer and scanner (\$350) |
| Printing ink and paper (\$150) | Mechanical boards (\$50) | |

Home Office Room Plan



11 ft x 12 ft = 132 square ft room

Total Cost	\$7,985.00
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Summary

AniVets Designs offers branding and marketing services specializing in veterinary medicine across the Greater Montreal area. There is no other business around Montreal who offers these specialized graphic design services for the veterinary field, which is what makes AniVets unique and stand apart from other design businesses. It is my goal to provide veterinarians, clinics, and stores related to the field with professional and personalized services with any projects related to design and/or marketing they may have.

If you are interested in working together, please feel free to contact me by email or phone. Thank you!

"Helping you aid our furry-friends."



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AniVets